

ABSTRACT

A system and method for subscribing TV programs according to the preferences of the user based on the user's past viewing history. The system keeps track of all the programs watched by the user to generate a profile indicative of the frequency of a particular program being watched. Then, a plurality of subscription plans based on the viewer's viewing habit stored in the user profile is offered to the user, so that the user can selectively pay for the programs of his or her interest, instead of paying for the entire programs.